

IN THE CLAIMS:

Please amend Claims 1-13 and add new Claims 14-18, as indicated below.

The following is a complete listing of claims and replaces all prior versions and listings of claims in the present application:

1. (currently amended) A method, performed by an interface device, for facilitating interaction between a consumer and a merchant, ~~[[said]]~~ the method comprising steps of:
  - receiving by the interface device offer information from ~~[[said]]~~ the merchant via a broadcast that reaches a plurality of potential consumers, wherein ~~[[said]]~~ the offer information relates to a product;
  - retrieving by the interface device consumer preference information from a database ~~resident on equipment~~ associated with the consumer;
  - customizing by the interface device ~~[[said]]~~ the offer information received from the merchant via the broadcast ~~[[with]]~~ according to the consumer preference information to create an amended offer for the consumer;
  - transmitting from the interface device ~~[[said]]~~ the amended offer to a display for viewing by ~~[[said]]~~ the consumer, wherein the amended offer ~~specifying~~ specifies a method of acceptance;
  - receiving by the interface device an acceptance~~[[,]]~~ of the amended offer from ~~[[said]]~~ the consumer, wherein ~~[[said]]~~ the acceptance is associated with ~~[[said]]~~ the amended offer and ~~[[said]]~~ the acceptance includes a security feature, wherein the security feature is an identifier transmitted from a communication device used to perform the acceptance;

amending by the interface device the acceptance with consumer payment information and identification information to create an amended acceptance; and

transmitting by the interface device ~~[[said]]~~ the amended acceptance to ~~[[said]]~~ the merchant.

2. (currently amended) The method of claim 1, wherein ~~said transmitting said amended~~ the step of transmitting the amended offer to a display includes transmitting via at least one of television programming and ~~[[web]]~~ an Internet broadcast.

3. (currently amended) The method of claim 1, wherein ~~said receiving offer information includes receiving offer information relating to a product which includes at least one of a good, item, service, and soft good~~ the consumer preference information includes at least one of restriction information, demographic information, identification information, and shipping information.

4. (currently amended) The method of claim 1, wherein ~~[[said]]~~ the step of receiving an acceptance from ~~[[said]]~~ the consumer includes receiving an acceptance via at least one of a remote control, an electronic pen, a telephone, an automatic dialing device, a microphone, a pager, a radio-frequency device, a personal digital assistant, a smart card, a DVR, a PVR, and a simulated button.

5. (currently amended) The method of claim 1, wherein ~~said acceptance includes a~~ the security feature ~~including~~ includes at least one of authentication information, an

embedded ~~certificates~~ certificate, a consumer ID and a password, an identifier, data-  
encryption information, a digital signature, a secure file ~~structures~~ structure, and a trusted  
third-party ~~downloads~~ download.

6. (currently amended) The method of claim 1, ~~further including~~ wherein the consumer  
preference information is provided to the database in a registration process performed by  
the consumer.

7. (currently amended) The method of claim 1, further ~~including at least one of~~  
comprising the steps of:

authenticating the consumer, ~~restricting access to certain portions of said method;~~  
and  
managing consumer identities.

8. (currently amended) The method of claim 1, further comprising ~~analysis of~~ the step of  
analyzing attributes of ~~[[said]]~~ the consumer to substantially predict an optimal  
combination of offer content and context.

9. (currently amended) The method of claim 1, wherein ~~[[said]]~~ the step of amending  
~~acceptance with consumer payment information~~ includes amending the acceptance with  
at least one of: consumer loyalty point information, an authorization from an issuer, an  
authorization from ~~said system~~ the interface device, a security or wallet server  
authorization, a consumer authentication, and single-use account number information.

10. (currently amended) The method of claim 1, further comprising the step of developing at least one of a consumer transaction database, and an offer evaluation database.

11 (currently amended) The method of claim 1, wherein ~~[[said]]~~ the step of transmitting ~~[[said]]~~ the amended acceptance to ~~[[said]]~~ the merchant includes at least one of authenticating the consumer, and authorizing a transaction between the consumer and the merchant.

12. (currently amended) An interface device configured to facilitate interaction between a consumer and a merchant, the interface device comprising:

a processor for processing digital data;

a memory coupled to said processor for storing digital data;

a device for accepting input of digital data; and

an application program stored in said memory and accessible by said processor for directing processing of digital data by said processor,

wherein said interface device is configured to implement the steps of:

receiving by the interface device offer information from ~~[[said]]~~ the merchant via a broadcast that reaches a plurality of potential consumers, wherein ~~[[said]]~~ the offer information relates to a product;

retrieving by the interface device consumer preference information from ~~the memory~~ a database associated with the consumer;

customizing by the interface device ~~[[said]]~~ the offer information received from the merchant via the broadcast with the consumer preference information to create an amended offer;

transmitting from the interface device ~~[[said]]~~ the amended offer to a display for viewing by ~~[[said]]~~ the consumer, wherein the amended offer ~~specifying~~ specifies a method of acceptance;

receiving by the interface device an acceptance~~[[,]]~~ of the amended offer from ~~[[said]]~~ the consumer; wherein ~~[[said]]~~ the acceptance is associated with ~~[[said]]~~ the amended offer and ~~[[said]]~~ the acceptance includes a security feature, wherein the security feature is an identifier transmitted from a communication device used to perform the acceptance;

amending by the interface device the acceptance with consumer payment information to create an amended acceptance; and

transmitting by the interface device ~~[[said]]~~ the amended acceptance to ~~[[said]]~~ the merchant.

13. (currently amended) The interface device of claim 12, ~~further comprising at least one of an offer retrieval engine, offer storage database, maintenance engine, amended offer engine, broadcast device, billing engine, authentication module, event tracker and offer evaluation device~~ wherein the application program causes the processor to perform a step of authenticating the consumer.

14. (new) The interface device of claim 12, wherein the application program causes the processor to perform a step of storing the offer information in an offer database.

15. (new) The interface device of claim 12, wherein the application program causes the processor to perform steps of:

enabling consumers to perform a registration process to register consumer preference information; and

storing registered consumer preference information in the database.

16. (new) The interface device of claim 12, wherein the application program causes the processor to perform a step of analyzing attributes of the consumer to substantially predict an optimal combination of offer content and context.

17. (new) The interface device of claim 12, wherein the application program causes the processor to perform a step of amending the acceptance with at least one of consumer loyalty point information, an authorization from an issuer, an authorization from the interface device, a security or wallet server authorization, a consumer authentication, and single-use account number information.

18. (new) A method, performed by a centralized computer system, for controlling offer and acceptance communications between a consumer and a merchant, the method comprising steps of:

receiving by the centralized computer system offer information from the merchant via a broadcast;

retrieving by the centralized computer system consumer preference information from a database, wherein the consumer preference information includes information on offer restrictions associated with the consumer;

customizing by the centralized computer system the offer information received from the merchant according to the consumer preference information to produce an amended offer;

transmitting from the centralized computer system the amended offer to a display for viewing by the consumer;

receiving by the centralized computer system an acceptance of the amended offer from the consumer;

authenticating the consumer;

amending by the centralized computer system the acceptance with consumer payment information and identification information to create an amended acceptance; and

transmitting from the centralized computer system the amended acceptance to the merchant.